

ABSTRACT OF THE INVENTION

A method of advertising using a DVD includes providing an advertisement, such as a commercial, including various clues on the DVD. The commercial is displayed from the DVD. Various clues are displayed before, during or  
5 after the commercial. A viewer responds after finding the various clues in the commercial. The viewer's responses associated with the commercial are received. Then, it is determined if those responses meet predetermined conditions, such as timeliness and accuracy. A game play, such as an instant-win game, is provided if the responses meet those predetermined conditions. The instant-win game, such as a  
10 scratch and win game card, has one of a winning outcome and a losing outcome. A prize, such as a monetary prize, is awarded based upon the winning outcome of the game card. Otherwise, a digital work, such as a music video, is displayed from the DVD based upon the losing outcome.

10072617-020702